

## ABSTRACT OF THE DISCLOSURE

A personnel placement and location control system for controlling movement of one or more individuals to a particular designation. In a preferred embodiment, the location control system functions as a personnel guidance and location control system for controlling and guiding one or more individuals in a selected path to a waiting point and then to an activity in advance of that waiting point or otherwise to a particular destination. The system relies upon a plurality of indicators or markers which may be secured to a floor or ground surface or which may be formed on or secured to floor coverings on that floor surface and which define guide paths for the one or more individuals. Various floor covering segments can be also secured in desired combinations to achieve a desired guide path. In one embodiment, a pocket forming section is provided in the floor covering for receiving a substrate containing informational material. This material may be in the nature of instructional material or otherwise promotional or advertising material. The information receiving substrate section is capable of receiving individual substrates bearing such information in a manner in which they can be readily introduced or removed from the floor covering material. Moreover, these information bearing substrates can be a series of advertisements in a pathway or, otherwise, they can identify places or locations for one or more individuals to stand for either waiting to advance to an activity or otherwise to stand at that activity.